IF IT'S MADE BY SKELLERUP IT'S THE BEST THE WORLD CAN OFFER

MARATHON

By SKELLERUP

GUMBOOT, TENNIS SHOE & FOOTWEAR

CATALOGUE

$8.50

MARATHON

by

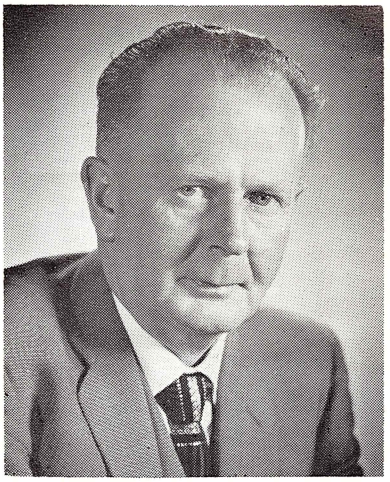
SKELLERUP

Gumboot,
Tennis Shoe
and Footwear

CATALOGUE

DIRECTORS AND EXECUTIVES

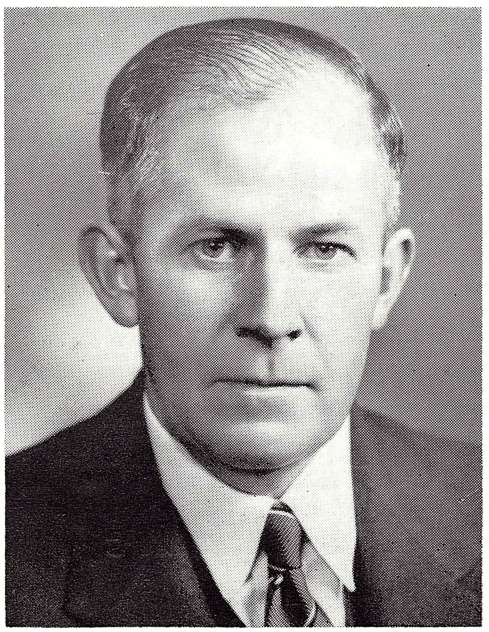
MARATHON RUBBER FOOTWEAR LTD.



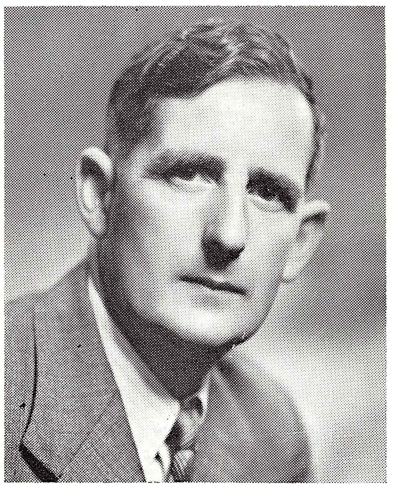
MR V. R. SKELLERUP
Chairman of Directors

MR D. DAVIES
Director

MR H. L. BALDWIN
Director and Factory Manager

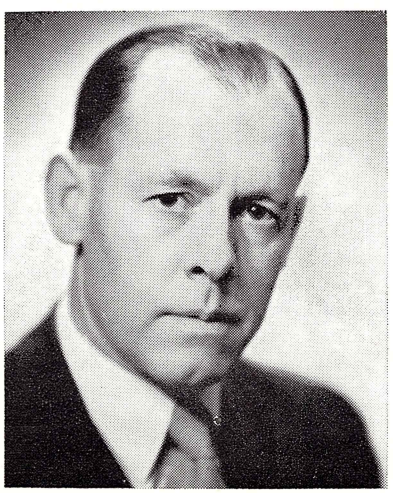


MR P. J. SKELLERUP *Managing Director*



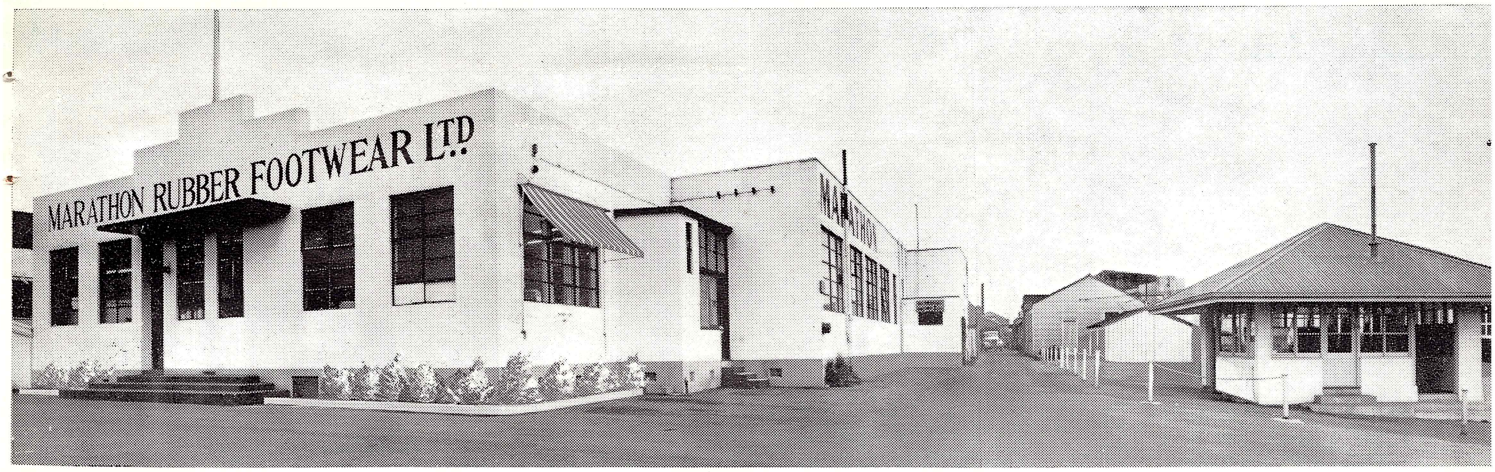
MR H. W. CROZIER
Director and Chief Chemist

MR A. BROOK-TAYLOR
Accountant



MR J. J. CRADDOCK
Secretary

MR A. HAYMAN
Sales Manager



Marathon Rubber Footwear Ltd., was formed as a Public Company by the late George W. Skellerup in 1939, to undertake the manufacture of tennis footwear, with the entire capital held by nearly 200 New Zealand shareholders. Land on the banks of the Heathcote River, in a heavy industrial zone was secured and the foundation stone was laid by the then Prime Minister, the late Rt. Hon. M. J. Savage P.C. on June 3rd, 1939 and production commenced a few days after the 1939-45 war commenced.

During the early years, production was designed to help the war effort, footwear for the armed forces and civilian gas masks were made in tremendous quantities. In 1943, the company secured the services of a top line Canadian footwear expert, who extended the plant to enable waterproof footwear manufacture to be started. Marathon gumboots and tennis shoes are now recognised throughout the country as being equal to the finest the world can offer.

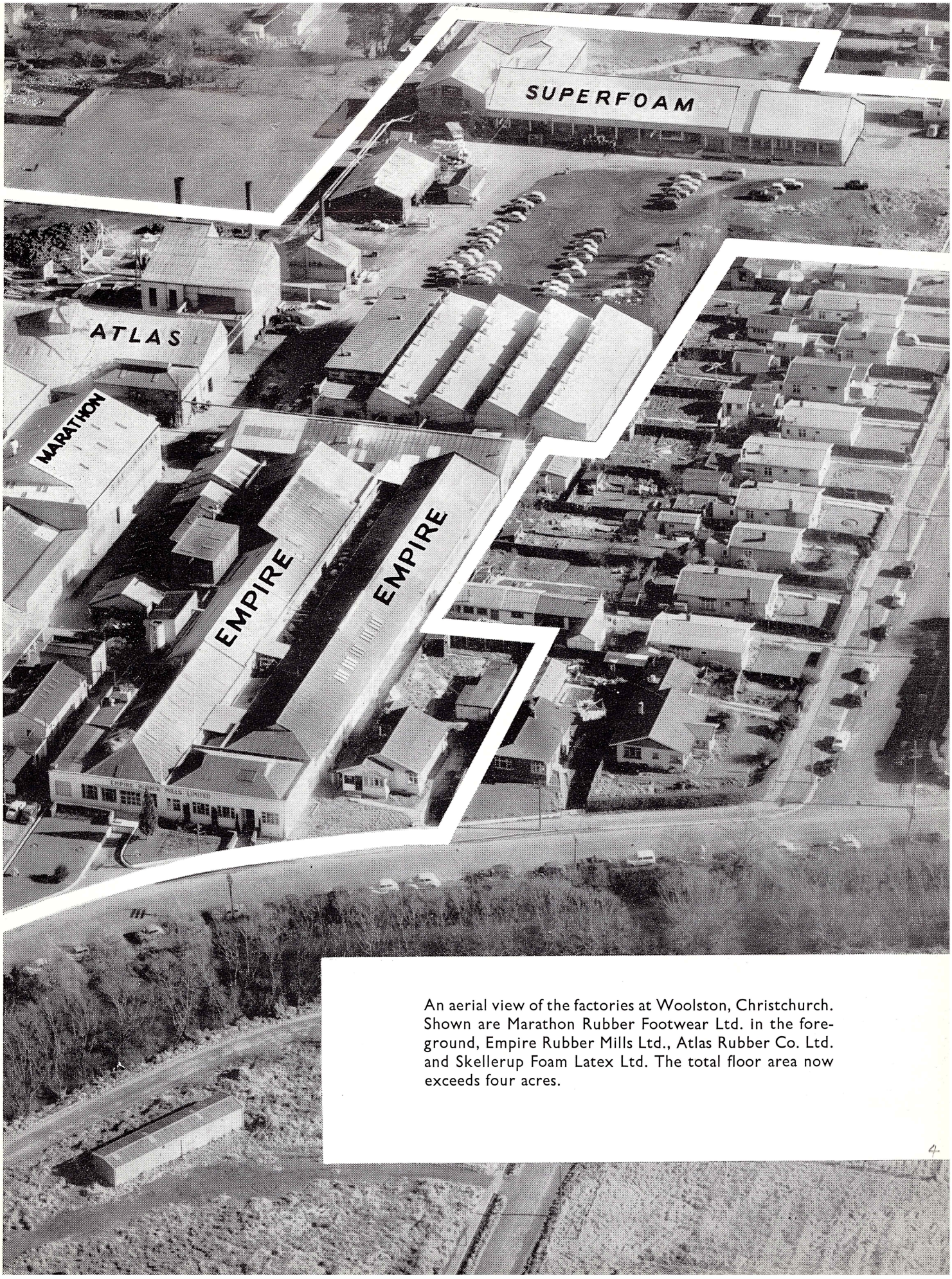
The late Mr George Skellerup

Since then, subsequent expansion to meet the growing demand and the introduction of new lines, slippers and casuals made under licence to Ro-Search Inc. of Waynesville U.S.A., plastic overshoes etc., have resulted in a factory with buildings covering 105,000 square feet. A full time designer and pattern makers are busy keeping up with new trends in the footwear market. The manufacture of quality rubber footwear requires the use of much heavy equipment, such as rubber mixing mills, calendars, presses and vulcanizing equipment, unknown to the leather shoe industry. In fact, from the time raw rubber arrives from Malaya, to the end of the production line, an extremely scientific process requires the constant attention of skilled experts and chemists.

The company became a subsidiary of Skellerup Industries Ltd. late in 1947, and manufactures footwear under the well known "Skellerup" brand in addition to the Marathon trade names established in earlier years. Regular employment is given to over 350 New Zealanders whose annual wage cheque circulates £250,000 which prior to 1939 went out of the country. Since 1939 Marathon has produced more than 14,000,000 pairs of footwear.

In this catalogue we illustrate some of the many types and styles of footwear available now or planned for the future. Prices and further details are available on application.

MARATHON



An aerial view of the factories at Woolston, Christchurch. Shown are Marathon Rubber Footwear Ltd. in the foreground, Empire Rubber Mills Ltd., Atlas Rubber Co. Ltd. and Skellerup Foam Latex Ltd. The total floor area now exceeds four acres.

The late **Mr WILLIAM H. BREMNER,** a leading Canadian rubber footwear expert who joined the Company in 1943, and was responsible for pioneering the production of the famous Gumboot range.

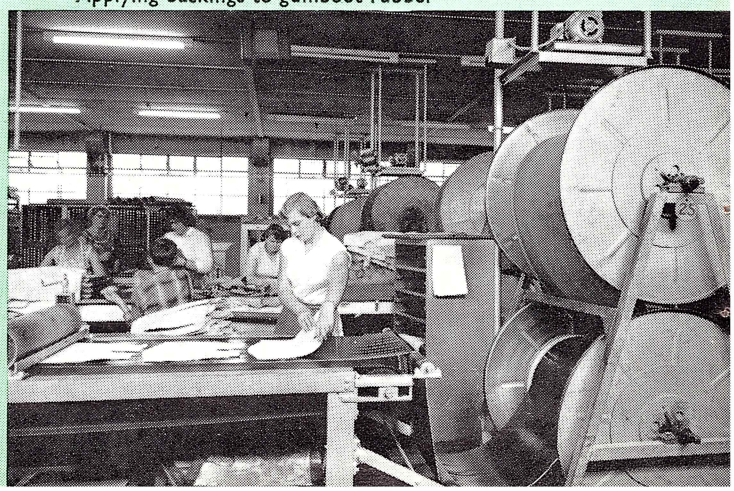
Preparation of linings for Gumboot legs

MODERN TECHNIQUES AND THE LATEST PRODUCTION METHODS ARE EMPLOYED IN EVERY DEPARTMENT

Start of a production line

Cutting reinforcing strips for gumboots

Applying backings to gumboot rubber



A Tribute from Sir Edmund Hillary.

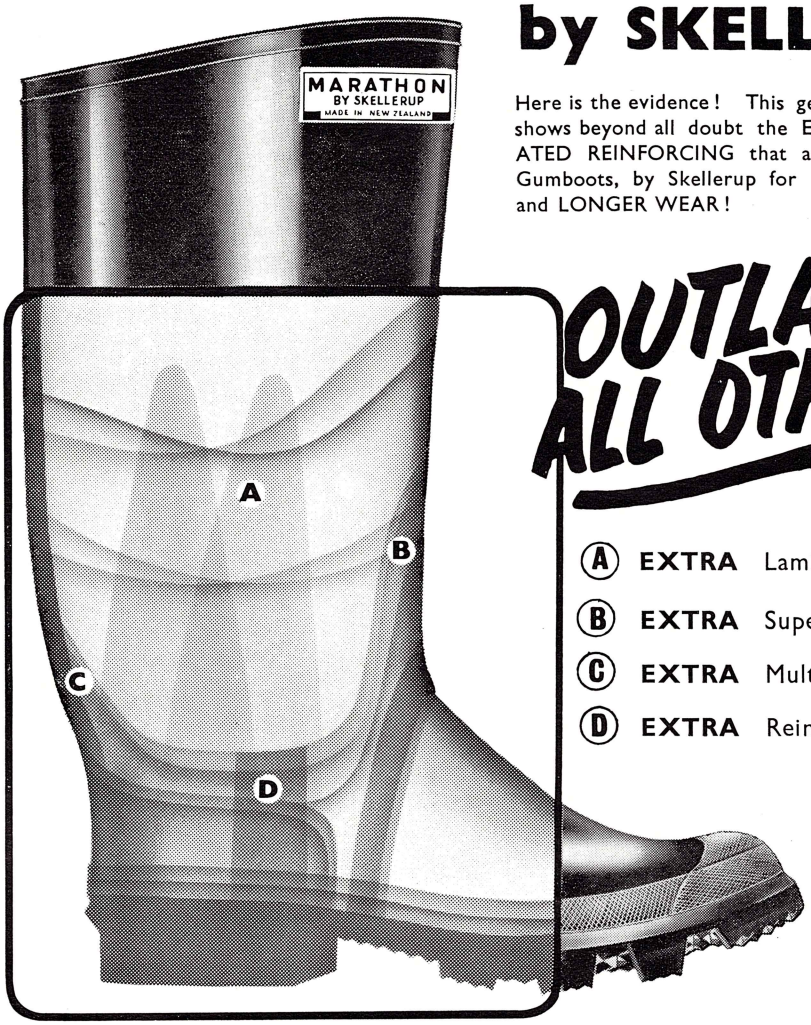
Dear Mr Skellerup,

Marathon Gumboots, Canvas Footwear and Foamtread Slippers were a standard issue to members of the New Zealand Trans-Antarctic Expedition and to the 1954 New Zealand Himalayan Expedition. They were given a thorough testing under all types of rigorous conditions and I have no hesitation in paying a tribute to their excellent quality, design and durability.

E.C. Hillary

X-RAY TESTS

show why MARATHON Gumboots by SKELLERUP



Here is the evidence! This genuine X-ray photograph shows beyond all doubt the EXTRA layers of LAMINATED REINFORCING that are built into Marathon Gumboots, by Skellerup for GREATER PROTECTION and LONGER WEAR!

OUTLAST ALL OTHERS!

- (A) **EXTRA** Laminated lining.
- (B) **EXTRA** Super-strength Lamination.
- (C) **EXTRA** Multi-ply reinforcing.
- (D) **EXTRA** Reinforced ankle support.

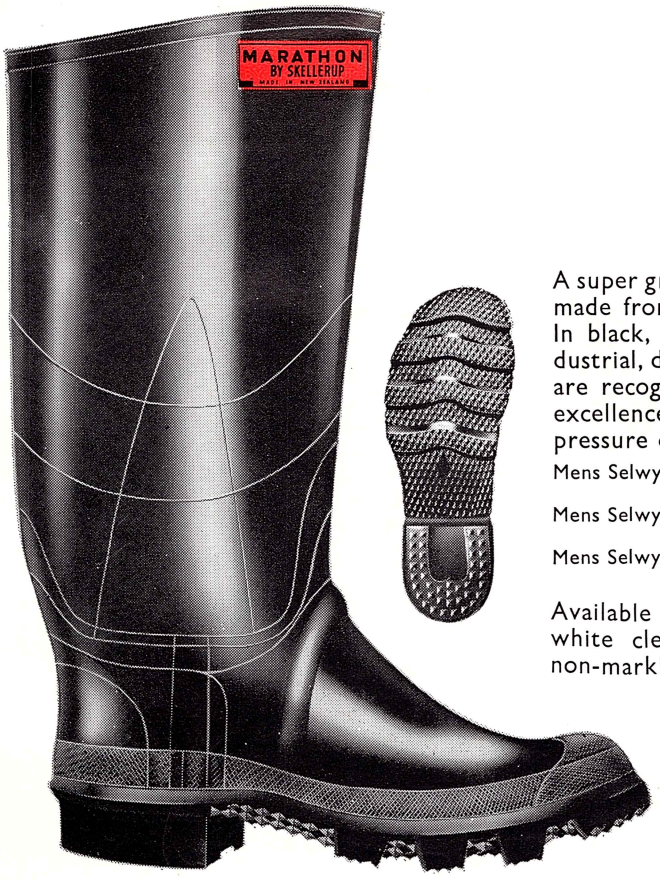
The original X-ray Photograph of this Selwyn heavyweight boot—popular with farmers everywhere—can be seen at the offices of MARATHON RUBBER FOOTWEAR LTD.

Layer by layer—by 38 separate processes—up to six plys of EXTRA reinforcing are built into Marathon Gumboots, they are GENUINE reinforcements and NOT simply thicker moulds of rubber. That is why MARATHON wear longer and stronger than any other gumboot.

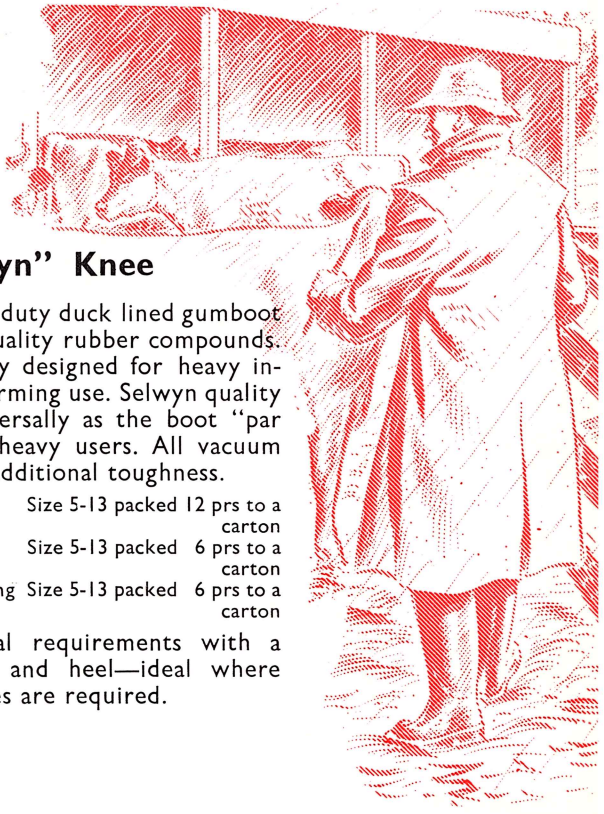
Made in N.Z.

IF IT'S MADE BY SKELLERUP IT'S THE BEST THE WORLD CAN OFFER!

"SELWYN" QUALITY GUMBOOTS



"SELWYN" KNEE

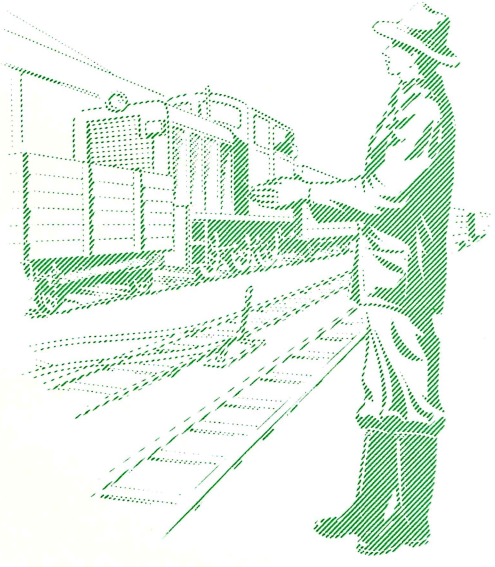


"Selwyn" Knee

A super grade heavy duty duck lined gumboot made from super quality rubber compounds. In black, particularly designed for heavy industrial, dairy and farming use. Selwyn quality are recognised universally as the boot "par excellence" for all heavy users. All vacuum pressure cured for additional toughness.

Mens Selwyn Knee	Size 5-13 packed	12 prs to a carton
Mens Selwyn Hip	Size 5-13 packed	6 prs to a carton
Mens Selwyn ¾ Stormking	Size 5-13 packed	6 prs to a carton

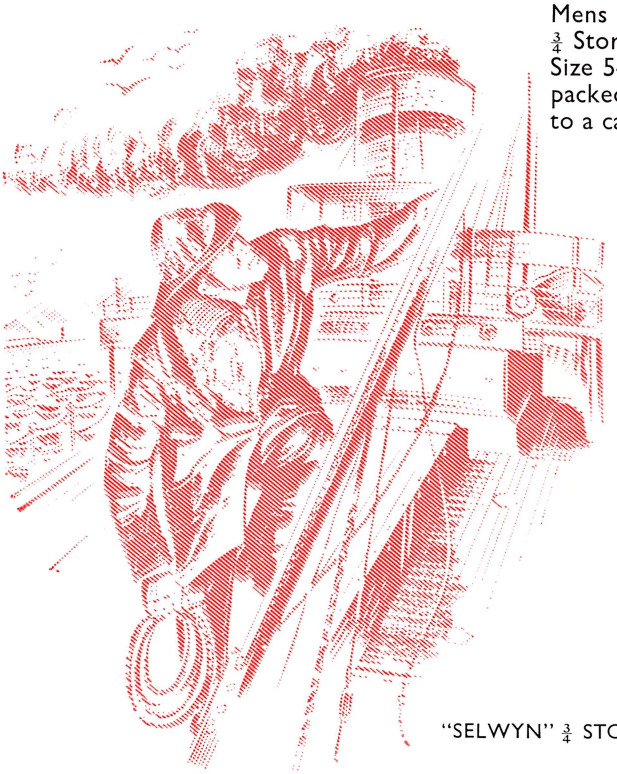
Available for special requirements with a white cleated sole and heel—ideal where non-marking qualities are required.



"Selwyn" Safety Boots

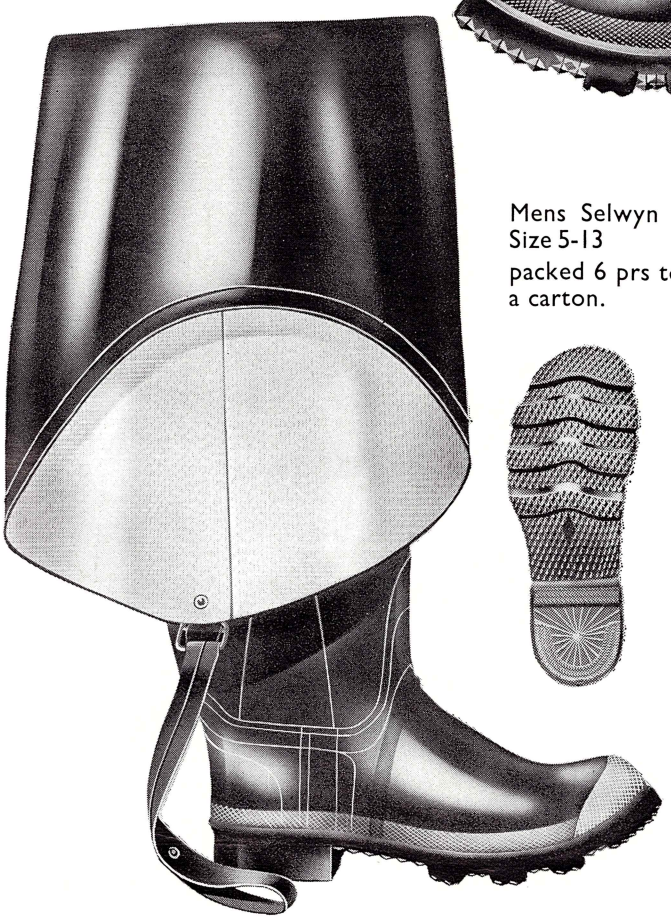
Same high quality boot as our regular Selwyn Cleated sole knee gumboot but with the addition of a steel safety toe and hard rubber safety sole. Designed for safety protection for industry and farming.

"SELWYN" SAFETY



Mens Selwyn
$\frac{3}{4}$ Stormking
Size 5-13
packed 6 prs
to a carton.

"SELWYN" $\frac{3}{4}$ STORMKING



Mens Selwyn Hip
Size 5-13
packed 6 prs to
a carton.

"SELWYN" HIP

MARATHON RUBBER FOOTWEAR IS VACUUM PRESSURE CURED

"Angler" Fishing Boots

Full hip-length all black fishing boot made on a fine fitting "comfort" last from extra strong materials, but still light and flexible. Instep lacing and inside leg harness are additional features. Supplied complete with wool-felt insole. Black cleated rubber sole and heel.

Mens sizes 5-12. Boxed individual pairs.

"ANGLER" FISHINGBOOT

"Angler" Studded Sole

Made on the same fine last as Angler from the same high quality materials. These have the inside leg harness and felt insoles but are supplied with metal studded soles, ideally suited for shingle and stones. The instep lacing is not included with this boot.

Mens sizes 5-12. Boxed individual pairs.

"ANGLER" STUDDED SOLE

"Marathon" Body Waders

Marathon Body Waders are strongly constructed from a rubber covered flexible knitted material which combines lightness and durability with the other well-known advantages of all Marathon rubber footwear.

Available with heavy cleated rubber sole in all standard sizes. The following are the measurements of the standard fitting in each size:

Height	5′6″	5′8″	5′10″	6′	6′1″	6′2″
Size of Gumboot	6	7	8	9	10	11
Chest	42″	43½″	45″	46½″	48″	50″
Hips	43½″	45½″	47″	48½″	50″	52″
Crutch to Floor	30½″	32″	33″	34½″	36″	37″
Armpit to Floor	50½″	51″	52½″	54″	55½″	58″

On special request, Body Waders can be made to a customer's individual measurements. Price for these available on application. Multiple fittings are also available and you can have a size 8 top put on a size 6 boot if you require.

Normally, these specials can be made up in about six weeks from receipt of order.

Packed one pair to a carton.

"MARATHON" BODY WADERS

'CLUTHA" KNEE

"Clutha"

A light weight boot of excellent quality, considering the low price at which it is offered. In Black with a red trim, plain soles only.

Mens Sizes 6—11 packed 12 pairs to container.

"Perth"

A popularly priced medium weight gumboot with a heavy cleated sole and heel for Mens or with either a plain or cleated sole and heel for Boys and Womens Sizes.

Mens Sizes	6—12	Cleated Sole
Boys Sizes	3— 8	Cleated Sole
Boys Sizes	3— 8	Plain Sole.
Boys Sizes	1— 2	Plain Sole
Youths Sizes	10—13	Plain Sole

All packed 12 pairs to a container.

"PERTH" KNEE

"Thames"

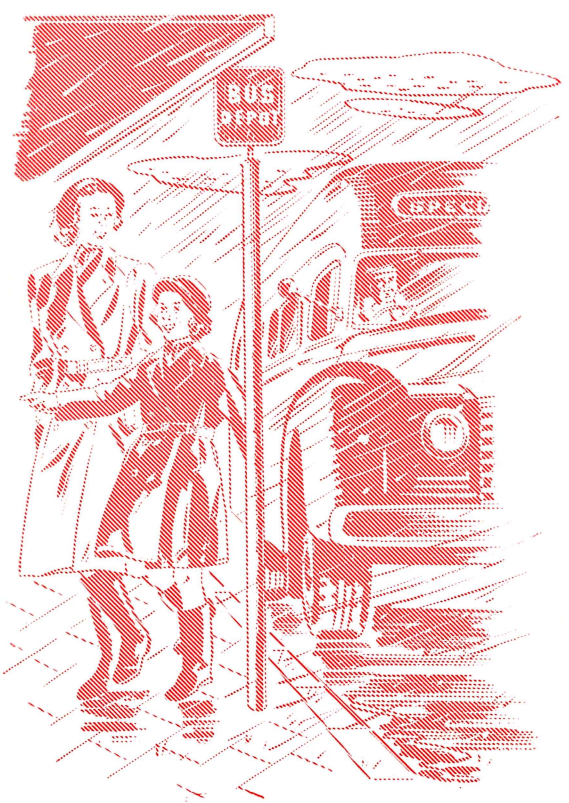
A half length black shiny gumboot with good quality fabric lining. Good fitting New Zealand last.

Womens Sizes	3— 7
Mens Sizes	6—12

Packed 12 pairs to container.

"THAMES" CITY

"AVON" CITY

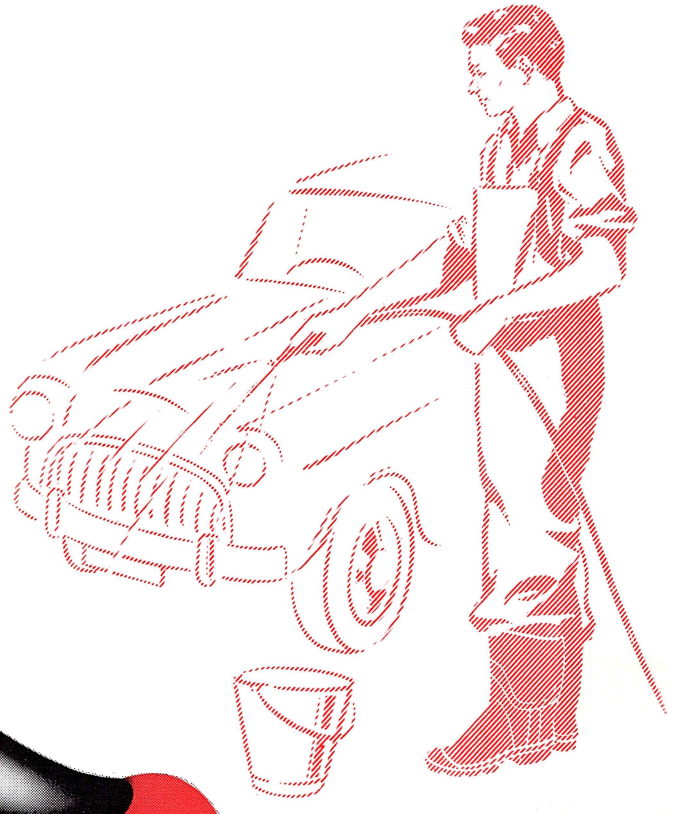


"Avon"

A black shiny "City" gumboot with warm fleecy lining. All good fitting lasts especially made and adapted for New Zealand requirements. Available in all sizes from Childrens to Womens and packed 12 pairs to container.

Childrens Sizes	6—10
Boys and Girls Sizes	11— 2
Womens Sizes	3— 8

For Men's City wear we recommend either our Clutha or Thames style.



"Red Band"

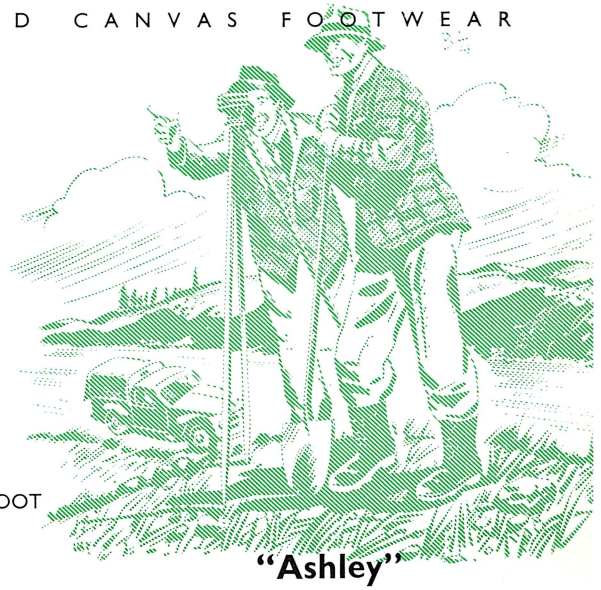
The popular high quality half length gumboot with the special red trim. Has many uses in all places where the full length knee gumboot is not necessary. Available in all mens sizes from 6-12 with either a heavy cleated sole or a plain sole.

Packed 12 pairs to a container.

"Cossack"

An attractive fur trimmed Ladies City Boot in embossed design. Available in black, brown, grey or red in Womens Sizes 3-7. Packed 12 pairs to a container.

"ASHLEY" ANKLE BOOT



"Ashley"

9½" all black 6 eyelet lace up gumboot made from high quality rubber and fabrics. Suitable for all heavy duty wear. Available as standard with black cleated sole and heel but can be made with white non-marking sole and heel if required.

Mens Sizes 6-12. Packed 12 prs to a container.

"Conway"

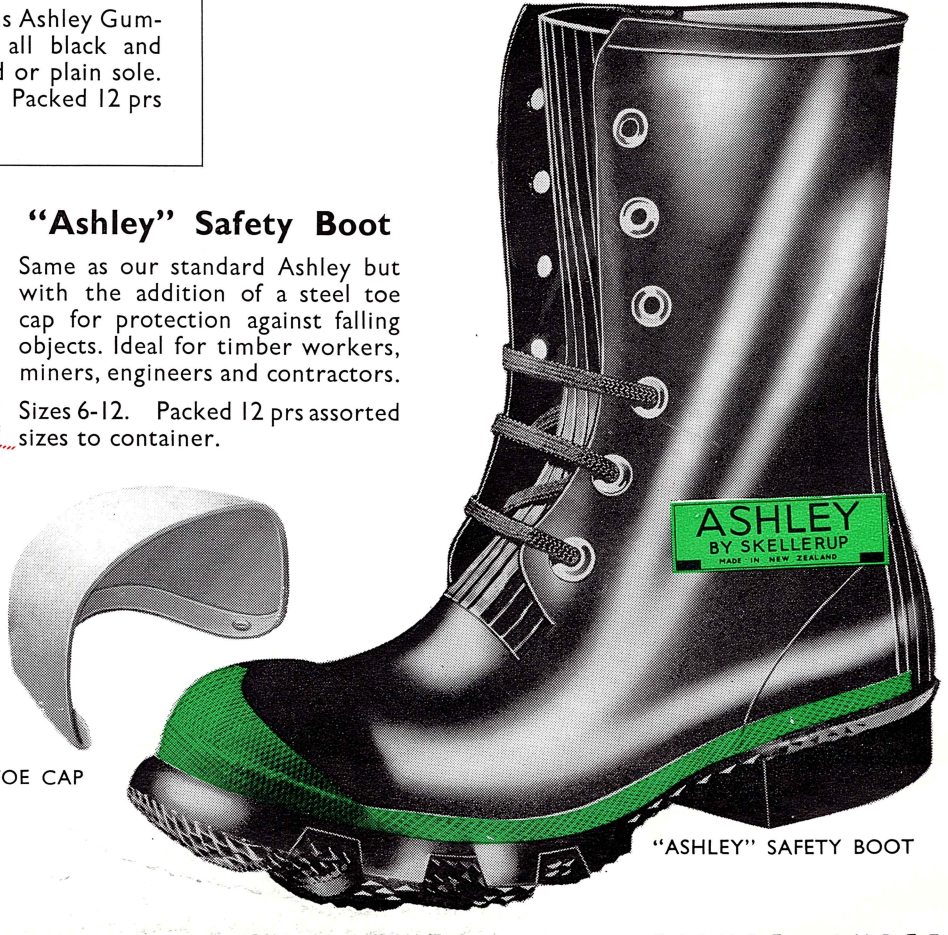
A similar boot to the Mens Ashley Gumboot—but for Women, all black and available in either cleated or plain sole. Women's Sizes only 4-7. Packed 12 prs to a container.

"Ashley" Safety Boot

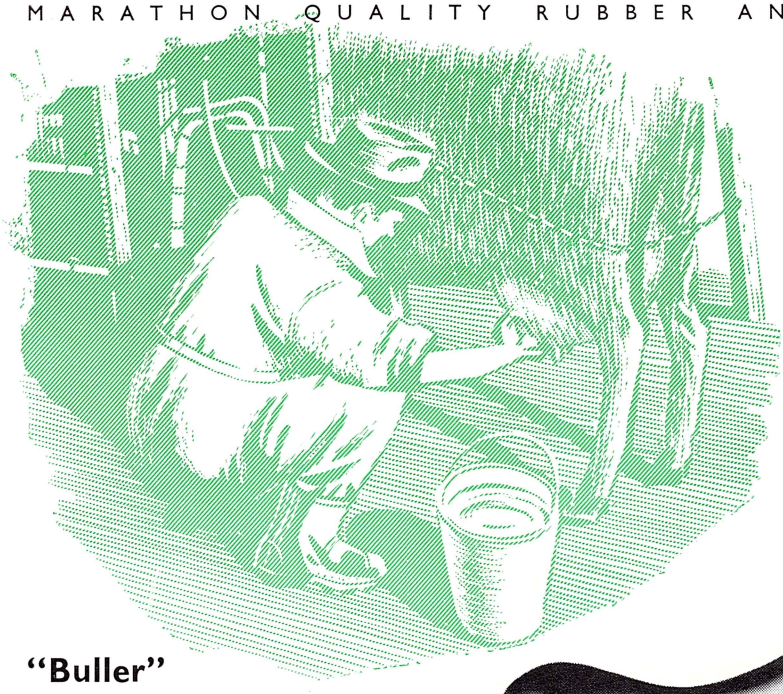
Same as our standard Ashley but with the addition of a steel toe cap for protection against falling objects. Ideal for timber workers, miners, engineers and contractors.

Sizes 6-12. Packed 12 prs assorted sizes to container.

SAFETY TOE CAP



"ASHLEY" SAFETY BOOT



"BULLER" ANKLE BOOT

"Buller"

An ankle length blucher cut lace up gumboot with good quality rubber and fabric. Front and back reinforced with heavy ribbed stays. Heavy cleated sole and heel.

Mens sizes 6-12. Packed 12 pairs to a container.

"Leader"

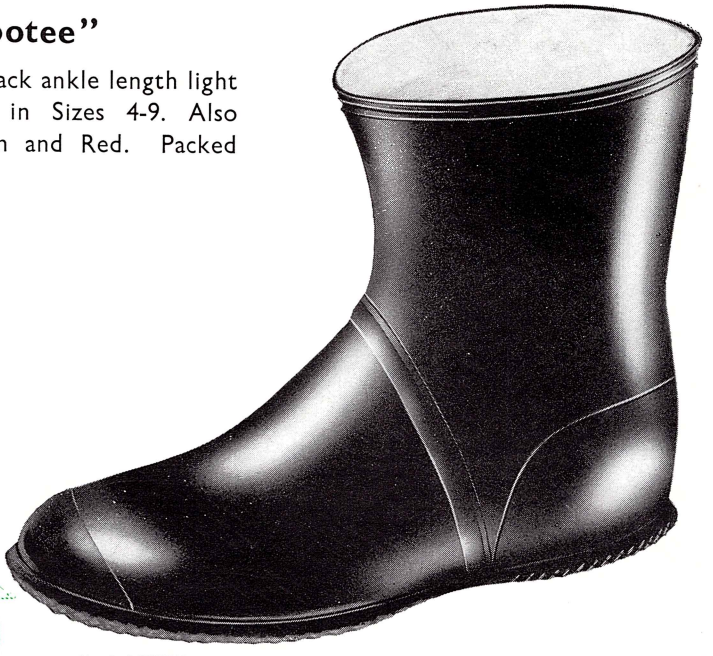
Another ankle length lace up gumboot with a neat balmoral cut lacing and heavy cleated sole and heel.

Mens sizes 6-12. Packed 12 pairs to container.

"LEADER" ANKLE BOOT

"Bootee"

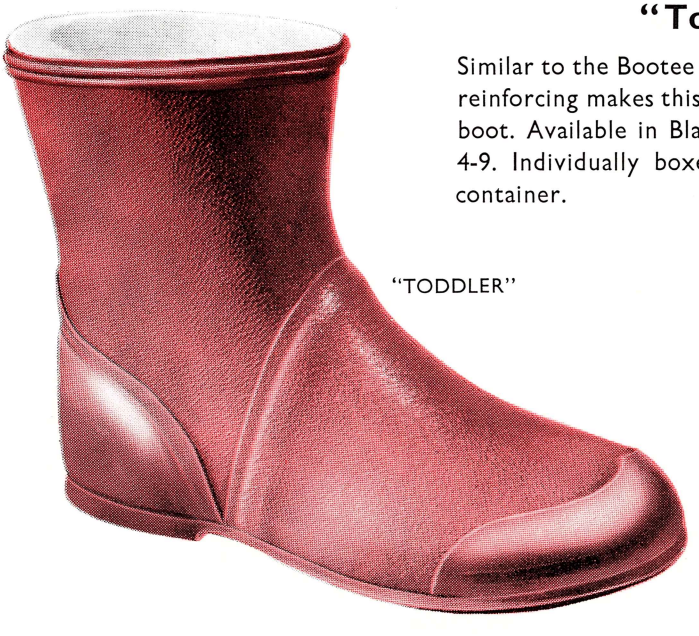
Childrens shiny black ankle length light weight gumboot in Sizes 4-9. Also available in Brown and Red. Packed 50 to a container.



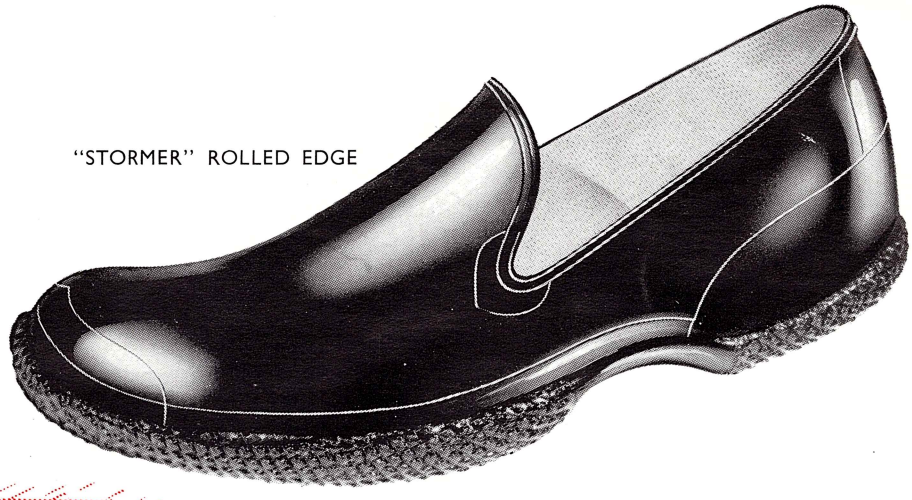
"BOOTEE"

"Toddler"

Similar to the Bootee but with a low heel. Extra reinforcing makes this a good hard wearing little boot. Available in Black, Brown and Red. Sizes 4-9. Individually boxed and packed 24 prs to container.



"TODDLER"



"STORMER" ROLLED EDGE

Stormer Goloshes

Black shiny waterproof footwear, ruggedly constructed with a stretchy net lining and full storm front for extra protection. Available in all genders and sizes.

Childs with plain edge sole	Sizes 7- 9
Maids	Sizes 10- 2
Youths	Sizes 11-13
Boys	Sizes 1- 5
Womens	Sizes 3- 8
Mens	Sizes 5-12
Mens with rolled edge sole for extra protection	Sizes 5-12

Individually boxed and packed 25 prs to a container.

"STORMER" PLAIN EDGE

Footholds

A stretchy net fabric lined golosh for all high heel womens shoes. Shiny black finish in three sizes, Small, Medium or Large. Individually boxed and packed 25 pairs to a container.

FOOTHOLD

MARATHON FOOTWEAR HAS BEEN TRIED AND PROVED UNDER THE WORLD'S MOST RIGOROUS CONDITIONS

A spot of fishing on the N.Z. Himalayan expedition

Snug and warm in Marathon "Zipper" Slipper Boots

Sir Edmund Hillary with a party at Scott Base

MARATHON HAVE SUPPLIED FOOTWEAR TO THE FOLLOWING N.Z. EXPEDITIONS . . .

1954—N.Z. Alpine Himalayan Expedition.
1955—N.Z. Karakoram Expedition.
1957-58—N.Z. Trans Antarctic Expedition.
1959—N.Z. Alpine Club's Antarctic Expedition 1959-60.
1960—N.Z. Ross Dependency Antarctic Expedition.
1960—N.Z. Andes Expedition.
1960—N.Z., U.K., U.S.A. Himalayan Expedition.

A dog team sets out from Scott Base

Antartic Survey is an essential task demanding the warmth and protection of "Mukluks".

THESE ARE SOME OF THE MARATHON PRODUCTS WHICH HAVE BEEN USED.

"New Olympic" Balmorals
"Ashley" 9½" laced Boots
"Selwyn" Knee Gumboots
"Selwyn" Hip Gumboots
"Champion" Tennis Shoes
"Nokabout" Boots
"Mukluks"
"Sportster" Balmorals
Plastic Sandals
"Zipper" Slipper Boots
"Hector" Tennis Shoes

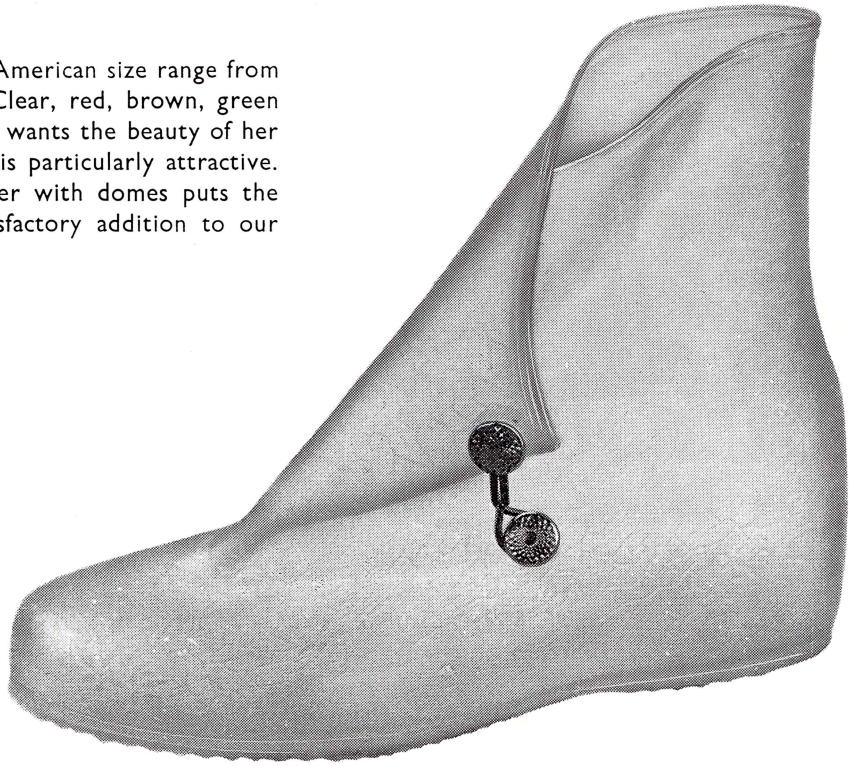
PLASTIC SLIP-ONS

New Zealand's most popular light waterproof footwear, made to wear over the shoe. Strong P.V.C. reinforced plastic with extra heel reinforcing. Wonderfully light and hardwearing.

Mens plastic Slip-Ons are available in all sizes from 6-11 in black only. This is a particularly strong boot made to be worn over the shoe. Although designed for mens City wear, this slip-on is very suitable for light industrial users, especially where oil and grease or corrosive chemicals are in use.

WATCH FOR NEW LINES

Womens are available in a full American size range from 3-9 and in delightful colours, Clear, red, brown, green and black. For the woman who wants the beauty of her shoe to show the clear colour is particularly attractive. An attractive elasticised fastener with domes puts the finishing touch to a most satisfactory addition to our already large range of footwear.



IN PLASTIC FOOTWEAR

MARATHON RUBBER FOOTWEAR IS VACUUM PRESSURE CURED

NET KING

For tennis, badminton, squash and similar hard court games, Net King is a lace-to-toe shoe of improved design.

With heavy engraved foxing and toe reinforcing and the high quality black moulded sole, this shoe is the best quality tennis shoe offered in New Zealand from any source.

For extra comfort a full length sponge insole, sponge arch support and cushion heel are included. The feature of this shoe is the special positive non-slip grip of the sole.

Mens Sizes and half sizes from 6 - 11 in white duck only. Individually boxed 25 pairs to a container. This is also available with crepe sole on request.

CHAMPION

Our regular quality oxford style lace tennis shoe with a full length sponge insole, strongly reinforced and with a heavy pyramid patterned sole. Available with either a black or crepe sole as required.
For those sports users who do not require a Net King quality shoe, the Champion shoe will give very satisfactory service.
A full range of sizes available:
Womens Sizes 3 - 7 including half sizes
Mens Sizes 6 - 12 including half sizes
All individually boxed and packed 25 pairs to container.

JASON

A standard grade white sports shoe with a clear crepe sole and outside rubber toe cap. A good quality canvas upper and white rubber trims make this an ideal shoe for light sports wear. A full range of sizes is available.

Childrens	4 - 9	Youths	1 - 5
Misses	10 - 2	Womens	3 - 8
Boys	11 - 13	Mens	6 - 12

Bulk packed 50 pairs to container.

MARATHON RUBBER FOOTWEAR IS VACUUM PRESSURE CURED

HECTOR

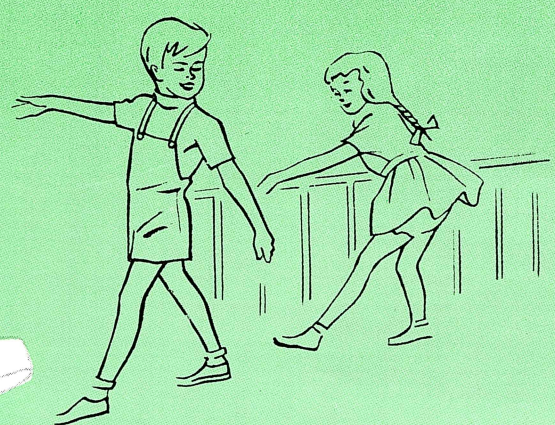
A standard grade white canvas lace sports shoe with a hard wearing black rubber sole and inside reinforced toe cap.

Available in a full range of sizes.

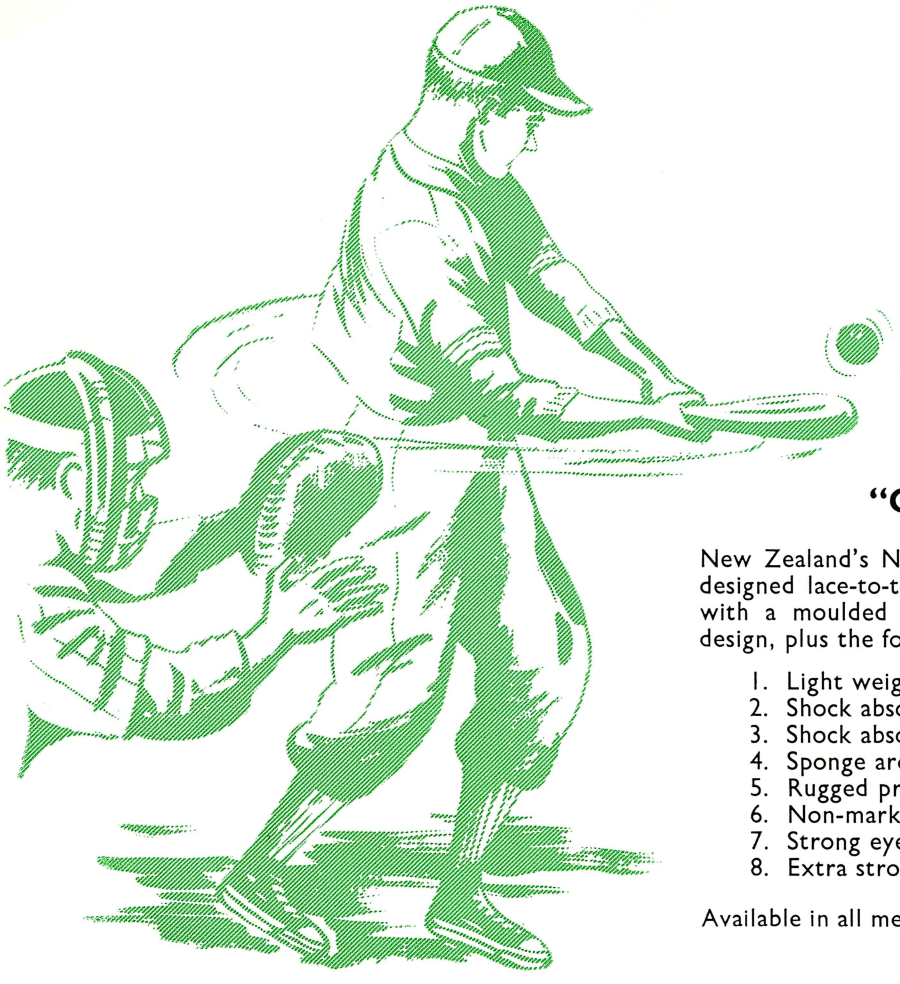
Childrens	4 - 9	Youths	1 - 5
Misses	10 - 2	Womens	3 - 8
Boys	11 - 13	Mens	6 - 12

Bulk packed 50 pairs to container.

A lace up sports shoe with a special hard wearing moulded sole. Childrens sizes only from 6 - 2. Individually boxed with 25 pairs to a container.



VIKING



"Olympic"

New Zealand's No. 1 basketball shoe. A specially designed lace-to-toe boot for indoor sports wear, with a moulded sole and a special suction grip design, plus the following additional features:

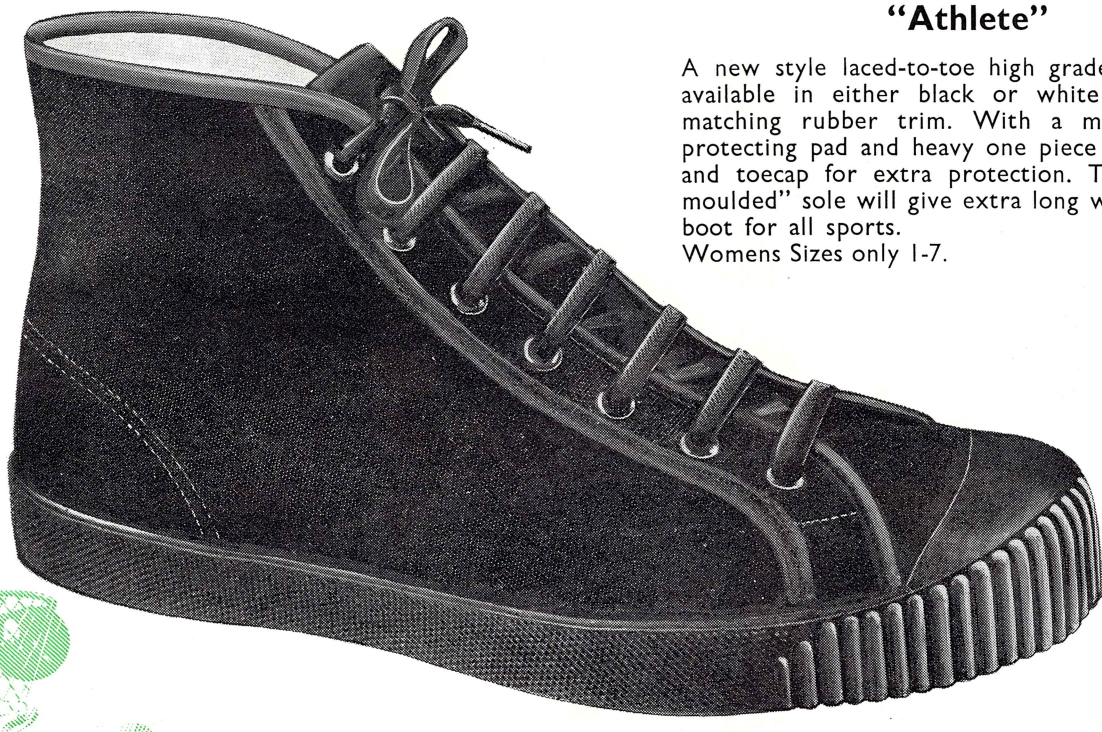
1. Light weight for extra speed
2. Shock absorbing full length sponge insole
3. Shock absorbing sponge heel
4. Sponge arch support
5. Rugged protective toe scuff
6. Non-marking, crepe positive grip outsole
7. Strong eyelets and instep ventilation
8. Extra strong laces for tight lacing

Available in all mens sizes 6—11 including half sizes.

"OLYMPIC" SPORTSBOOT

"Athlete"

A new style laced-to-toe high grade sports boot available in either black or white canvas with matching rubber trim. With a moulded ankle protecting pad and heavy one piece toe scuff and and toecap for extra protection. The "pressure moulded" sole will give extra long wear. An ideal boot for all sports.
Womens Sizes only 1-7.



"ATHLETE"

"Badminton"

A lace-to-toe badminton style shoe with a hard wearing pressure moulded sole, toe cap and toe scuff. Available in either black or white canvas with rubber trim to match.
Womens sizes 1-7.

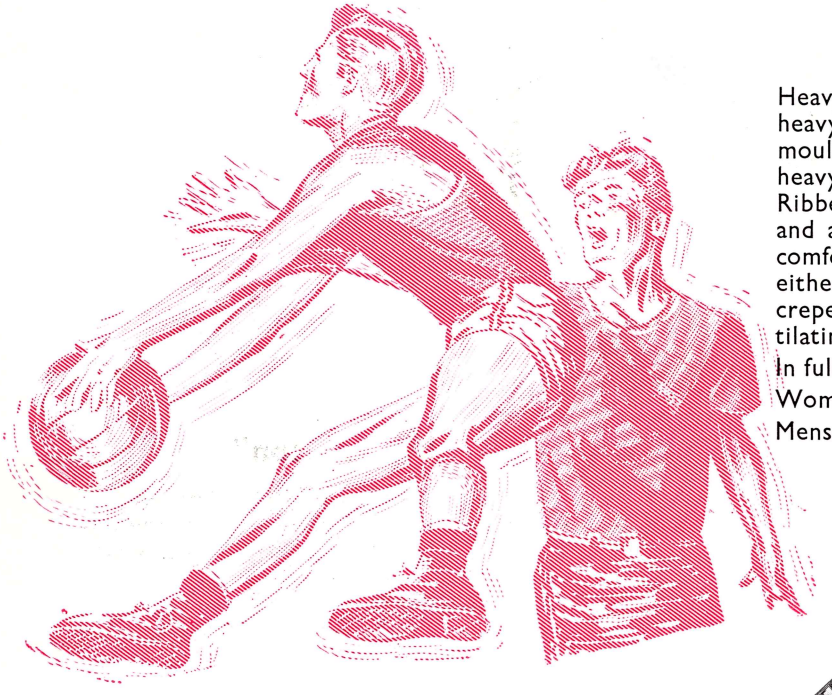
"BADMINTON"

"Prefect"

A strong black canvas lace-up sports shoe with a hard wearing black sole and heavy black toe cap. Also toe reinforcing strip.

Misses Sizes 10-2 Womens Sizes 3-8

Bulk Packed 50 pairs to a container.



"Sportster"

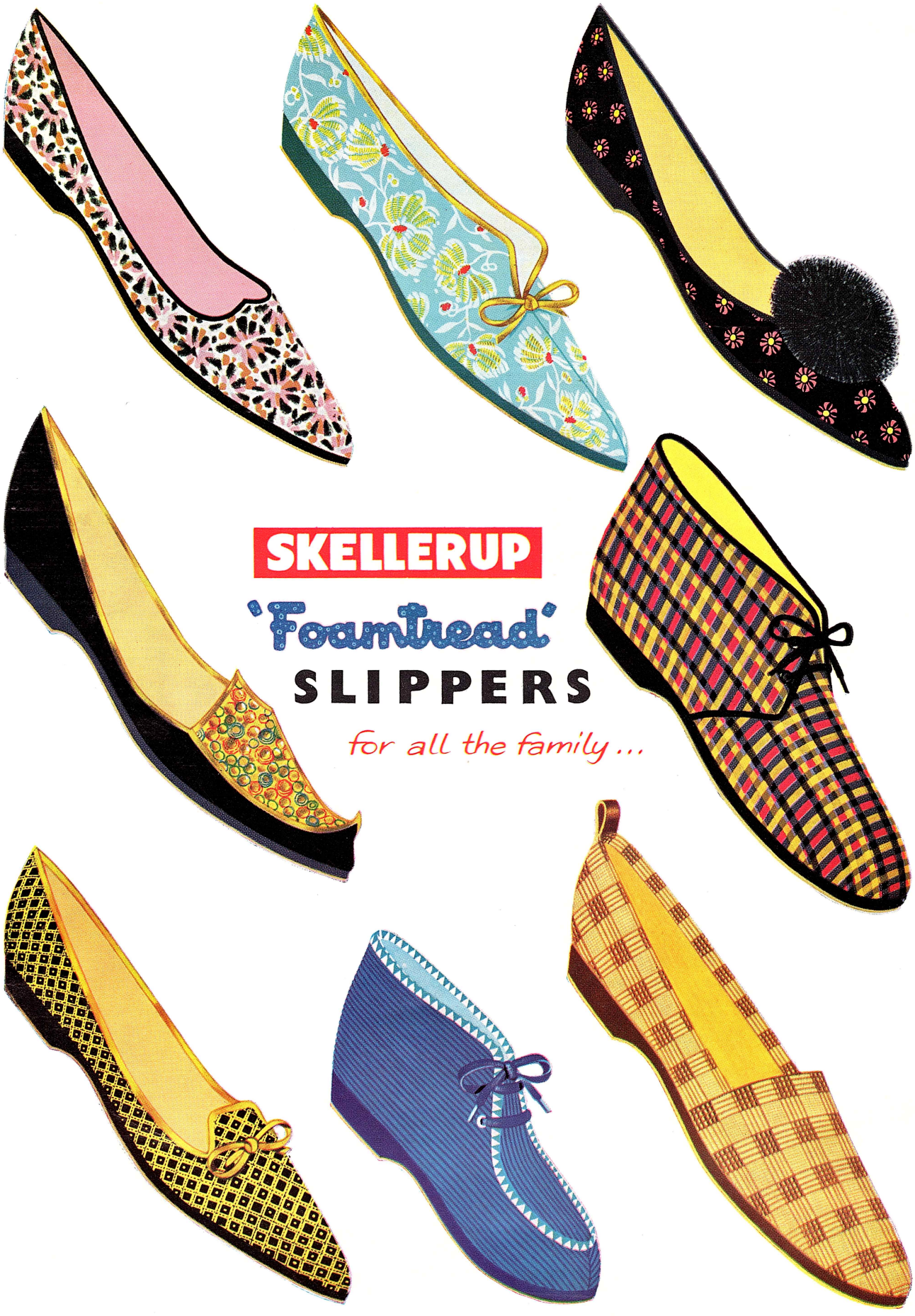
Heavy quality laced-to-toe sports boot in heavy canvas with strong side stays and moulded ankle pad. Strong eyelets and a heavy pyramid patterned sole for hard wear. Ribbed rubber toe scuff, toe cap and foxing and a full length cushion insole make this a comfortable hard-wearing sports boot. In either black with black sole or white with crepe sole as required. All with instep ventilating eyelets.

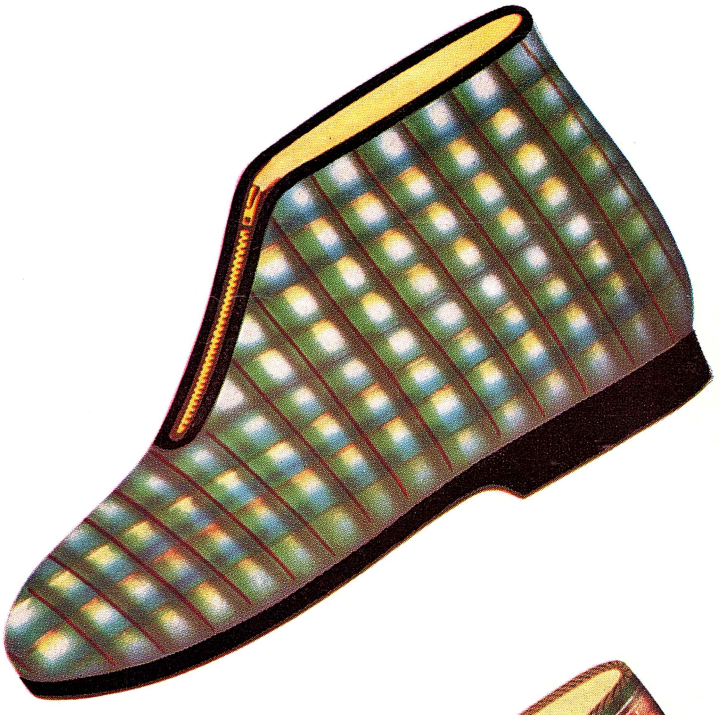
In full range of sizes for men and women:

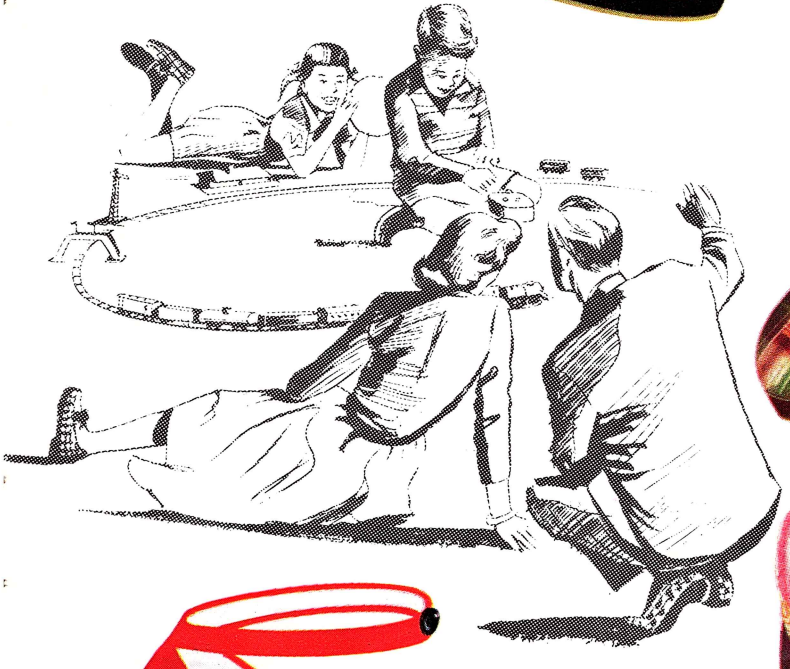
Womens Sizes 3-7 including half sizes.

Mens sizes 6-12 including half sizes.

"CHAMPION SPORTSTER"


SKELLERUP
'Foamtread'
SLIPPERS
for all the family ...



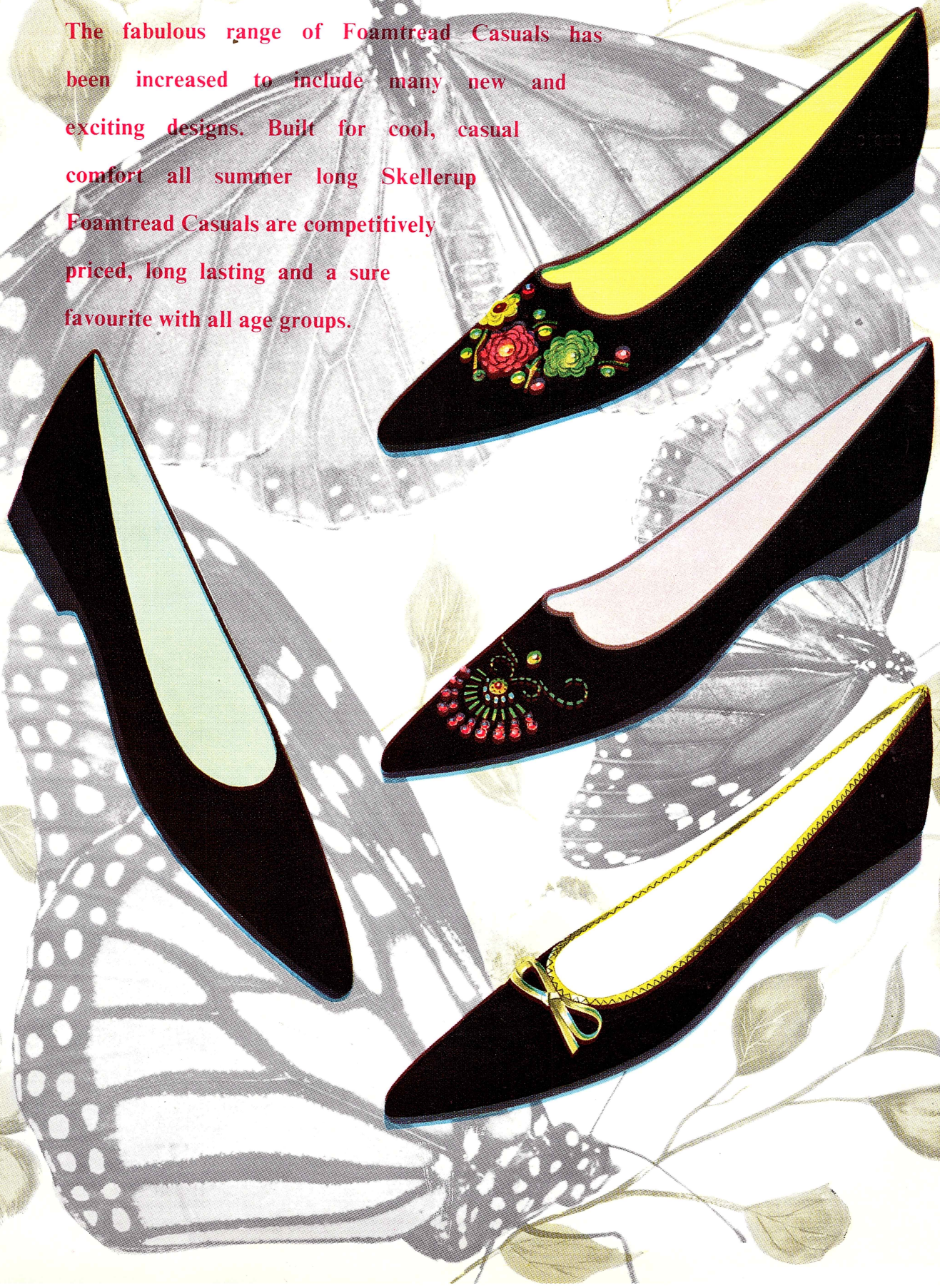


SKELLERUP

'Foottrad' Casuals

NEW STYLES – NEW COLOURS – NEW DESIGNS

The fabulous range of Foamtread Casuals has been increased to include many new and exciting designs. Built for cool, casual comfort all summer long Skellerup Foamtread Casuals are competitively priced, long lasting and a sure favourite with all age groups.



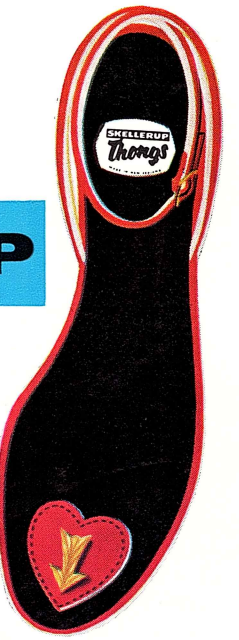
Something New...

Marathon are constantly adding new lines to range as fashion trends require. Here are some examples.

cool...smart...long wearing!

Thongs

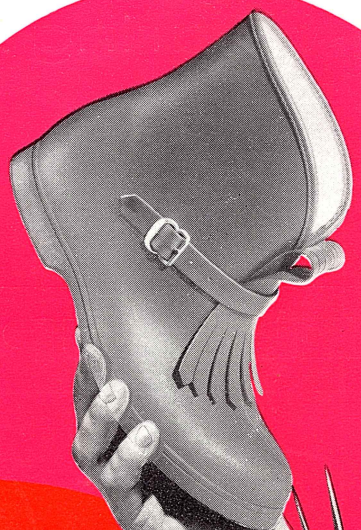
By SKELLERUP



These gay colourful Thongs are constructed on the world famous Foamtread sole for deep down cushion comfort.

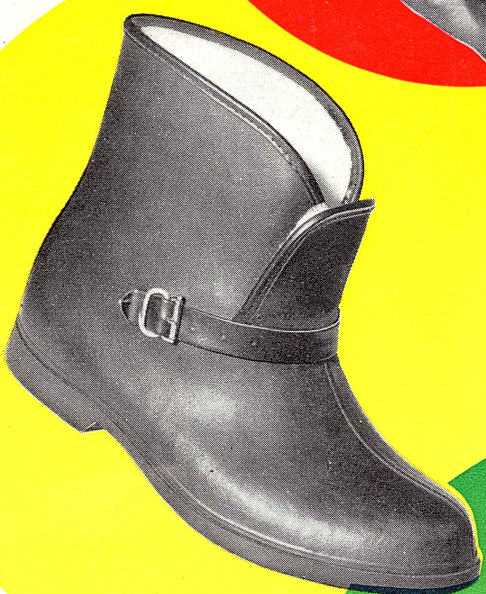
They are available in a variety of attractive colours and a wide range of sizes for Ladies and Juniors.

THE SHAPE OF THINGS TO COME . . .



Ladies "Puddle Dodger". A fleecy lined waterproof Ankle Boot with fancy tongue fastening.

THE CHIEF DESIGNER, Mr A. E. PRENTICE HOLDS ONE OF THE MANY NEW STYLES IN THE MARATHON RANGE. ALSO SHOWN IS A SELECTION OF OTHER DESIGNS WHICH ARE AT VARIOUS STAGES OF PRODUCTION.

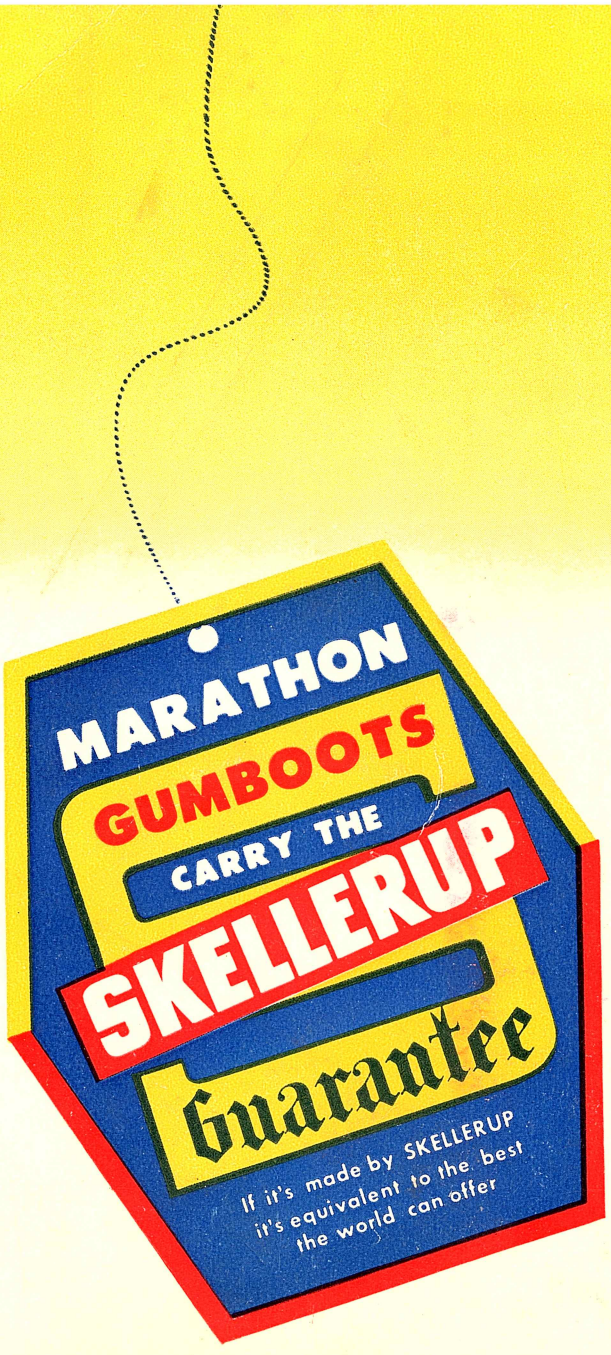


Ladies Black fleecy lined "Puddle Dodger" with plain strapover fastening.

Ladies "Puddle Dodger". Beige, fleecy lined waterproof Ankle Boot with two way fastening.

New, thick-soled, lace up Sports Shoes.

Man's waterproof Golf Shoe with metal sprigs.



ALL MARATHON GUMBOOTS CARRY THE SKELLERUP GUARANTEE
YOUR GUARANTEE OF LASTING QUALITY!